



December 12, 2014

To: Executive Board

Subject: **Comprehensive Operations Analysis (COA) Update**

Recommendation

Receive and file an update on the COA.

Background

The Foothill Transit COA is composed of four main elements: 1) an assessment of the service area; 2) analysis of existing ridership; 3) organization and system productivity analysis; and 4) needs assessment and development of network scenarios and service plans. The first two tasks are complete and work is progressing on the system productivity and needs assessment sections. The topics being updated today fall under the organization and system productivity elements.

Rider knowledge and their understanding of different Foothill Transit fares is being parsed, as well as a determination of whether and how a streamlining of Foothill Transit's fare structure could improve ease of use to attract new riders. An assessment of whether the current fare structure is sufficient to continue existing services, and what fares would need to be altered to support the growth of a potentially expanded system or service. The consultant team will conduct a regression analysis to determine the relationship between fares and ridership volumes by fare type.

The relevancy and attainability of Foothill Transit Key Performance Indicators (KPIs), how they are calculated and how they are reported is also being assessed. A review of industry-wide averages and a comparison of targets from similar transit agencies whose service profile mimics Foothill Transit (predominantly suburban with a central employment core) is being completed so that Foothill Transit has a competitive peer group with which to measure itself. Such measures help improve the operational efficiency of an agency by enabling the agency to better classify data, spot trends and adjust and mitigate emerging issues.

The Consultant team from Nelson\Nygaard and IBI Group will be present to update the Board with their findings thus far.

Sincerely,

A handwritten signature in blue ink, appearing to read "Austin Lee".

Austin Lee
Planning Manager

A handwritten signature in blue ink, appearing to read "Doran J. Barnes".

Doran J. Barnes
Executive Director